

INTER - OFFICE CORRESPONDENCE

Richmond, Virginia

To: .A. C. Lilly

Date: August 1, 1988

From: .P. N. Gauvin

Subject: .Review of Product Studio (Regular Circumference Low Sidestream Products) From the Planning Session, June 29-30, 1988

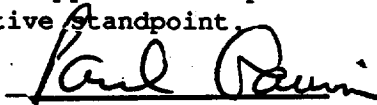
This review of the development of low sidestream products addressed developing regular circumference products only. The current status of flavor low and full flavor products with 12% Mg (OH)₂ paper to achieve 55-60% sidestream visibility reduction was reviewed. Consumer testing of these products versus Cambridge Lights and Cambridge Full Flavor is planned for the 4th Quarter, 1988.

The use of cigarette paper with reduced levels of Mg (OH)₂, 7%, are being evaluated, primarily as a possible application to a Trim cigarette. The use of high levels of Mg (OH)₂, 35%, in cigarette paper continues to be developed but subjective problems have yet to be overcome. A new method of precipitating the Mg (OH)₂ in the paper-making process by Ecusta may help to overcome these subjective problems.

A review of the special CaCO₃ from Kimberly-Clark indicated that this paper is currently being evaluated on a potential Trim product. Efforts are underway to minimize chimney and streaking effects and optimize subjectives. Further work will be done with this paper on larger circumference products.

At this time considerable effort is being given to Chemical Research with regards to material and personnel support in their efforts to develop new methods for reducing sidestream.

Plans for the 3rd Quarter include consumer testing of low sidestream products with 12% Mg (OH)₂ paper. We will continue to evaluate modified Mg (OH)₂ papers from Ecusta and special CaCO₃ papers from Kimberly-Clark. We will also expand our efforts with suppliers to optimize these special papers from a low sidestream and subjective standpoint.


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cc: J. Myracle

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